ORDER

WKYC

Orders

Order / Rev:	**713799**		
Alt Order #:	06315550		
Product Desc:	AMER PET INT 2012-FH		
Estimate:	1435		
Flight Dates:	11/19/12 - 11/25/12	Primary AE:	Joe Knauer
Original Date / Rev:	09/14/12 / 09/14/12	Sales Office:	T-WAS
Order Type:	Political	Sales Region:	NAT

Agency

Name:	**Strategic Media Services**		
Buying Contact:		Billing Type:	Cash
Billing Contact:		Billing Calendar:	Broadcast
	3299 K Street NW Suite 200	Billing Cycle:	EOM/EOC
	Washington, DC 20007	Agency Commission:	15%

Advertiser

Name:	**American Petroleum Institute**		
Demographic:	A35+	New Business Thru:	
Product Codes:	Gas & Oil/Petro Prdts	Order Separation:	00:15:00
Priority:	P-5	Advertiser External ID:	
Revenue Codes:	AGY, GEN, GEN	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/25/12	26	$19,675.00	$16,723.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	26	$19,675.00	$16,723.75	0.00
Totals	26	$19,675.00	$16,723.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share	Share	Total
WKYC	30%	$19,675.00
Market	100%	$65,583.33

Competitive Share	Share	Total
CABLE	0%	$0.00
WBNX	18%	$11,805.00
WEWS	20%	$13,116.67
WJW	0%	$0.00
WOIO	31%	$20,330.83
WUAB	1%	$655.83

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WKYC	11/19/12	11/25/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	MTWTFSS	:30	7	$1,000.00	P-5	0.00 NM	7	$7,000.00

1 X PER DAY

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	11/19/12	11/25/12	MTWTFSS	7	$1,000.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 2	WKYC	11/19/12	11/21/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MTW----	:30	3	$525.00	P-5	0.00 NM	3	$1,575.00

1 X PER DAY

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	11/19/12	11/25/12	MTW----	3	$525.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 3	WKYC	11/19/12	11/23/12	M-F 7-9a Today Today Show	CM	7a-9a	MTWTF--	:30	5	$500.00	P-5	0.00 NM	5	$2,500.00

1 X PER DAY

Order / Rev: 713799
Advertiser: American Petroleum Institute
Alt Order #: 06315550
Product Desc: AMER PET INT 2012-FH
WKYC
Flight Dates: 11/19/12 - 11/25/12
Estimate: 1435

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 3	WKYC	11/19/12	11/23/12	M-F 7-9a Today Today Show	CM	7a-9a	MTWTF--	:30	5	$500.00	P-5	0.00 NM	5	$2,500.00
1 X PER DAY														
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 11/19/12	11/25/12	MTWTF--	5	$500.00	0.00								
E 4	WKYC	11/19/12	11/23/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MTWTF--	:30	5	$1,000.00	P-5	0.00 NM	5	$5,000.00
1 X PER DAY														
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 11/19/12	11/25/12	MTWTF--	5	$1,000.00	0.00								
E 5	WKYC	11/20/12	11/20/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	-T-----	:30	1	$900.00	P-5	0.00 NM	1	$900.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 11/19/12	11/25/12	-T-----	1	$900.00	0.00								
E 6	WKYC	11/24/12	11/25/12	SS 9-1030a Channel 3 News 9am Sa/Su	CM	9a-1030a Sa/Su	-----SS	:30	2	$500.00	P-5	0.00 NM	2	$1,000.00
1 X PER DAY														
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 11/19/12	11/25/12	-----SS	2	$500.00	0.00								
E 7	WKYC	11/24/12	11/25/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	-----SS	:30	2	$700.00	P-5	0.00 NM	2	$1,400.00
1 X PER DAY														
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 11/19/12	11/25/12	-----SS	2	$700.00	0.00								
E 8	WKYC	11/25/12	11/25/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	------S	:30	1	$300.00	P-5	0.00 NM	1	$300.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 11/19/12	11/25/12	------S	1	$300.00	0.00								
												Totals	26	$19,675.00